

# Economic Development and Visitor Economy Strategy

**Summary document**  
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council



## Wyre Council is committed to delivering economic growth and prosperity

Our Council Plan identifies 'Growth and prosperity' and 'A thriving local economy and town centres' as key priorities. As such, the overarching objective of this summary document is to set out how the council can help sustain thriving town centres, a rural economy and support the delivery of economic growth and prosperity in the borough, and in so doing, drive improvements in the quality of life of all residents.

Encouraging small businesses is at the heart of our approach and our actions seek to create opportunities for new businesses, better ways of doing business and new jobs. Our commitments also seek to increase awareness of Wyre as a borough and its diverse attractions, encouraging more visitors from outside the area, both holidaymakers and day visitors, who will bring added revenue to our local accommodation, hospitality and retail businesses.



# Our strategic initiatives

## Green economic development

Support Wyre's Climate Change Strategy through Wyred Up business and partner networks.

## Rural economic development

Support rural businesses to access support to grow and diversify.

## Town centres

Help Town Centre Partnerships to animate town centres and draw in footfall and spend.

## Visitor economy

To play a key leadership role in growing the tourism sector and supporting quality of offer.

## Business support

Develop Wyred Up business network and deliver a comprehensive business support programme for businesses in Wyre.

## Major projects

Support and develop strategic projects to deliver growth and prosperity.

## Hillhouse Technology Enterprise Zone

Help realise significant employment opportunities in the energy, chemical and polymer sectors.

## Transport

Encourage investment in transport improvements to support business investment and job creation.

## Education, employment and training

Develop and deliver a programme with businesses and the education sector to inspire our future workforce and support gaining employment.

## Inward investment

Facilitate public sector investment and influence private sector investment decisions.



# Green economic development

## Our commitments

Develop Wyred Up business network members' understanding, awareness and buy-in to the need to move towards net zero.

Support Town Centre Partnerships to deliver sustainability and low-carbon projects.

Raise awareness of the support and advice available to develop low carbon and renewable technology, upskill workers and improve environmental sustainability.

Champion Net Zero on boards which shape economic development.



## Measuring success

- Number of businesses provided assistance
- Number of activities to support the move towards net zero



# Rural economic development

## Our commitments

Support our rural businesses to continue to grow and diversify.

Work with our partners to offer rural businesses access to business support and networking opportunities to share knowledge, peer-to-peer learning, and innovation.

Proactively build clear links between rural businesses and our local education and training providers, aiding future skills development in the borough. Maximise potential of having Myerscough College, one of the UK's foremost land-based colleges, located in the borough.



## Measuring success

- Number of businesses provided assistance
- Number of activities to support rural businesses and stakeholders



# Town centres

## Our commitments

Support Town Centre Partnerships to broaden membership and build capacity, place-leadership and resources to deliver the Town Centre Regeneration Frameworks.

Tackle empty shops, prioritising 'problem' and high street properties which have been vacant for over 12 months.

Work with businesses to hold social and experiential activities which generate opportunities for promoting town centre businesses and increase footfall.

Monitor town centre vitality to help identify future interventions and assess the impact of projects.

Provide business support for high street and non-retail businesses.

Develop a more attractive and welcoming street environment.

Engage with agents and landlords to better support investment.

Support the delivery of projects prioritised by the Town Centre Partnerships.



## Measuring success

- Number of activities to support Town Centre Partnerships
- Number of town centre businesses provided assistance
- Number of town centre projects, events or activities receiving council support
- Improved perception of town centre facilities/amenities



# Visitor economy

## Our commitments

Further develop and promote our “We are Wyre” toolkit and awareness of place-based marketing benefits.

Enhance media assets.

Gather footfall data.

Partnership working to grow the visitor economy.

Enhance our digital presence.

Grow the Discover Wyre tourism network.

Deliver a varied and vibrant events programme across our rural villages and four major towns.

Boost coach tourism.

Promote Wyre as an accessible destination.

Promote sustainable and wellness tourism opportunities.



## Measuring success

- Number of visitor experiences supported
- Number of visitor assets created or improved
- Visitor footfall and STEAM (Scarborough Tourism Measure) data

# Business support

## Our commitments

Improve brand visibility and recognition of Wyred Up, Wyre Council's business network, so that we can engage more meaningfully with existing members of the network and attract new members.

Improve our 'premises' business support so that we can advise new and growing businesses.

Engage with our business support partners more proactively to optimise use of our resources.

Consider options for future provision of business support.

Create a Wyred Up academy of business support.

Set up a Wyre Steering Committee of businesses.



## Measuring success

- Number of attendees at Wyred Up business events
- Number of events, initiatives and activities supported by Wyred Up
- Number of potential entrepreneurs and businesses supported by council economic development service
- Number of success stories and entries to the Wyre Business Awards
- Buying local – percentage of council spend with suppliers registered in the borough



# Major projects

## Our commitments

Support regeneration of the Port of Fleetwood and adjacent industrial sites.

Progress Fleetwood Waterfront Masterplan.

Explore supporting the development of new office space and industrial units in the borough.



## Measuring success

- Additional external funding for council-led projects

# Hillhouse Technology Enterprise Zone (EZ)

## Our commitments

Support delivery of the masterplan.

Encourage small and medium-sized enterprises to locate at the EZ.

Support the provision of a training centre.

Development of site infrastructure.

Encourage investment in low carbon energy generation, storage and related infrastructure to create a 'Green Energy Hub'.



## Measuring success

- Number of responses to investment enquiries
- Number of FTE staff working in EZ delivery
- Number of activities and projects supported by the EZ Business Rates Growth Reserve
- Retained rates per annum for the EZ



# Transport

## Our commitments

Investigate the need and options available to improve the transport connectivity between rural and urban areas to the benefit of our businesses and communities.

Use data and insight about the use of council-owned car parks and from transport operators to inform services.

Promote the range of transport choices available for visitors getting to and around the borough.

Economic growth supported by necessary transport infrastructure.



## Measuring success

- Improved perceived/experienced accessibility
- Number of initiatives with transport operators

# Education, employment and training

## Our commitments

Tackle barriers to employment and increase the proportion of economically active people in the borough.

Make local job vacancies more visible to Wyre's jobseekers, whilst giving employers the opportunity to showcase their opportunities for career development.

Encourage the development of links between job creation and skills development by local education and training providers.

Enhance the role of the council as a large local employer.

Maximise the alignment of careers programmes, education and skills curriculum delivery with the needs of business.

Drive an inclusive and diverse workforce, that is agile and skilled to meet changing demands.



## Measuring success

- Number of people participating in council funded activities
- Number of careers activities and events supported by the council
- Number of apprenticeships or similar early careers support provided within the council's workforce (as a percentage of total employee base)



# Inward investment

## Our commitments

Work with Lancashire County Council and the North West Cities and Local Growth Unit to raise awareness of proposals, issues and priorities.

Work with the Local Visitor Economy Partnership to raise the profile of Wyre as a place to invest.

Develop major projects to grow the economy and heritage and culture projects which deliver place making and regeneration benefits.

Promote investment priorities at national level.



## Measuring success

- Number of feasibility studies/project plans developed
- Number of activities to promote investment in major projects

As we work to deliver on our actions, we will continue to listen to our businesses and tailor our provision and approach so that we deliver for Wyre and make a real difference for all our residents, visitors and businesses.

To find out more, contact  
**[regeneration@wyre.gov.uk](mailto:regeneration@wyre.gov.uk)**

View the full strategy online at  
**[www.wyre.gov.uk/regeneration](http://www.wyre.gov.uk/regeneration)**